

FRAGRANCE

It is luxury's responsibility to speak for diversity in beauty: Coty exec

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The new Gucci Guilty ad campaign featuring Jared Leto. Image credit: Gucci

By BRIELLE JAEKEL

LISBON, Portugal Personal care group Coty Inc. works with a variety of high-end brands to create fragrances that appeal to the modern world, hoping diversity will be universal in the near future.

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At the Cond Nast International Luxury Conference on April 19 the chief marketing officer for the group's luxury division expressed her desire to have complete inclusion in beauty. Themes such as genderless campaigns and products for a wider range of skins tones are just a few of the ways Coty is integrating diversity into its business, hoping it will foster growth in the industry.

"At Coty it is not a dream," said Simona Cattaneo, chief marketing officer at **Coty Luxury**. "We know we can change things.

"We need to fight discrimination and fight beauty stereotypes," she said. "We need to speak loud through these beautiful brands.

"My dream is to change a little bit at a time and to celebrate diversity."

Cause for change

The products Coty produces for brands such as Burberry and Tiffany & Co. are often entry points for luxury consumers due to their more accessible prices, creating a much wider audience.

Through this broad medium Coty believes it has a duty to use its platform for good.



Ms. Cattaneo speaking at the Luxury Conference. Image credit: Cond Nast.

While collaborating with highly influential brands, the fragrance and cosmetic creator is always looking to include modern themes, including modern interpretations of love.

For instance, a campaign for a Gucci fragrance showed a fluid relationship between three people that created significant buzz.

During the session "The Language of Beauty," Ms. Cattaneo also made note of a genderless Calvin Klein fragrance that at launch was ahead of its time. The fragrance to this day is still highly relevant, because it was such a forward-thinking product at the time of its release.

Beyond diversity, Coty is also modern in its approach to marketing.

With the beauty industry stormed by influencers on social media, Coty learned to steer into the skid and embrace this new trend rather than fight it.



Ms. Cattaneo addresses diversity. Image credit: Cond Nast.

While many beauty brands could think of these influencers as a threat, Coty looks to them for assistance. The beauty manufacturer uses a pyramid approach to influencer campaigns in which it starts with a few celebrity-level social users and branches out to a variety of smaller personalities.

For instance, U.S. fashion label Marc Jacobs focused on female friendship in a sunny effort for its latest scent, produced by Coty.

Capturing the essence of Daisy Love Marc Jacobs, the brand filmed models and influencers Kaia Gerber, Aube Jolicoeur and Faith Lynch on location in Ranchos Palos Verde, CA. While retaining the relaxed attitude of previous Daisy efforts, this campaign setting diverts from the fragrance's typical flowery fields ([see more](#)).

Social justice

In a world where facts and figures are increasingly called into question, luxury brands will need to lead with emotion and values rather than rationality to succeed, making Coty's goal for inclusion important for its business as

well.

According to a report from Positive Luxury, while storytelling and truth were the buzzwords of 2016 and 2017, respectively, 2018 will be dominated by the concept of "influence through emotion." As millennials' spending power grows, their preference for companies and brands that strive for environmental and social good is moving the needle for luxury brands, making CSR a boon for business ([see more](#)).

"We really have a clear responsibility when it comes to lead in inclusivity but also to fight prejudice," Ms. Cattaneo said. "When we think about inclusion it is about freedom but also respect."

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